



cc: RSM SR'S  
ROM RR'S  
KAMs Judy  
AMs Darren  
DMs  
RNLs

**S.R. MacLeod**  
Region Operations Manager  
Buffalo #1600

**Confidential**

January 30, 1997

c/m: 1-30-97

TO: KAM'S, AM'S, DM'S, RM'S, SR'S & RR'S

RE: DORAL BOX 100'S INTRODUCTION

*Regular Product*

Ladies & Gentlemen:

The attached represents pertinent information relative to the introduction of *Doral Box 100's* for the Buffalo Region for your use.

**The region introduction plans are as follows:**

1. **Begin introducing to region Direct Accounts immediately**
2. **Begin pre-booking to Retail for February delivery**
3. **During the month of February and March, if necessary, begin cutting/tagging space for Doral Box 100's at Retail**
4. **BIG1F's should begin arriving at Retail during the week of April 7, 1997**

The region has an allocation of 7500 Doral Box 100's BIG1F displays. The region has approximately 3100 Retail VAP accounts (chain & independents) serviced by 16xx Direct Accounts. Therefore, we will be shipping 2 displays (sku's) to these retail accounts. Each display/shipper will contain 4 white cartons (2 of each style) and/or 20 offers per display.

As information, Direct Accounts simply places 4 white cartons (2 of each style) in each display/shipper. Direct Accounts will be paid \$9.00/12M case equivalent for the promotion.

DM's and RM's have already submitted their POS/support material needs. Please refer to page 6 of the attached Fact Book for item numbers and descriptions of POS/support materials. Items will be available for ordering during the week of January 27, 1997. Please communicate your needs directly to Darren DeRose.

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In addition, the attached Fact Book is being distributed to those ROU's who have Direct Account responsibility that ship to 16xx retail accounts. Upon receipt they should be presenting Doral Box 100's to affected accounts. Please note that outside region direct accounts will not be allocated BIGIF product.

***This communication is highly confidential and proper management of this resource should be demonstrated at all times.***

Should you have any questions, please contact me.

Sincerely,

*Stephen*

S.R. MacLeod

ROM/#1610

:etb

cc: W.J. Roth

F.V. Natale

J.A. Campbell

D.A.DeRose

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